

TO: S. Alter  
FROM: D. Mackey  
SUBJECT: Data Test Markets

DATE: October 9, 1984

Attached are profiles of the recommended test markets for Data. Little Rock and Flint are the preferred markets with alternates being offered should the need arise.

Criteria used in selecting these markets were:

- Low tar development above 105
- One strong (110+) and one slightly below average (70-90) menthol market
- Ultra low development average or above (90+)
- 100MM development average or above (90-120)

In addition, demographics, retail profile and shipping patterns had to be suitable for a test.

Only 21 markets meet the share development criteria. Of those 21, 15 are unacceptable because they are currently in use for another test or they have product control problems.

If you have questions, please call.



DM/sf  
Attachments

cc: A. Goldfarb  
E. McQuigg  
B. O'Brien  
J. Spector  
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Brand/Category Development - Demographics

	<u>Little Rock</u>	<u>Des Moines (Alternate)</u>	<u>Flint</u>	<u>St. Louis (Alternate)</u>
Percent U.S. Population	0.8	0.9	0.7	1.9
SDI's:				
Low Tar	111	115	107	105
Ultra Low	102	122	113	96
Flavor Low	113	113	105	107
Full Flavor	91	85	92	94
Menthol	86	86	121	119
100MM	116	99	104	99
% Black	14	2	9	11
% Hispanic	1	1	2	1
Age Index				
18-20	98	108	112	102
21-29	94	94	103	93
30-39	98	95	98	95
40-49	100	99	100	102
50-64	99	101	89	103
65+	116	115	76	115
Income Index				
0-10	142	80	94	129
10-25	104	107	98	95
25-50	63	103	109	85
50+	56	101	105	85

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Retail Profile

	<u>Little Rock</u>	<u>Des. Moines (Alternate)</u>	<u>Flint</u>	<u>St. Louis (Alternate)</u>
Total Stores	2168	2006	1829	4358
Plan A Penetration Index	113	76	74	105
Plan A Coverage Index	116	89	67	111
Plan B Penetration Index	108	94	112	78
Volume Index				
0 - 199	142	107	113	81
200 - 299	115	93	105	104
300 - 499	91	64	107	115
500 - 999	77	92	103	105
1000+	57	156	57	100

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